



PHASE I: Letter of Intent

Last updated: 06/28/2016

Basic Contact and Application Information

Page 1

Applicant groups and Existing Education Corporations interested in submitting an application to establish Regents-authorized charter schools are asked to complete this brief information sheet. The Department will use this information to plan and coordinate peer review panels with appropriate expertise to evaluate all application materials.

Please indicate whether an Applicant Group (operates no charter schools to date) or an Existing Education Corporation (operates a least one charter school) is submitting this Round 1 Letter of Intent.

Existing Ed Corp LOI to operate additional, new charter schools

Name of Existing Education Corporation

VOICE Charter School

Proposed Charter School Name(s)

(Please write out the full name for the school you proposed, and include the words "charter" and "school" in the proposed name(s)).

	Name of Proposed Schools	Grades Served Over Charter Term (K-5, .6-8, 9-12, etc.)	Max # of Students Served Over Charter Term
	VOICE 2 Charter School	K-5	505

Proposed or Current Board Chair and Public Contact information, including

mailing address, phone number, and email address.

(The entire chart may not be visible on your screen. Use the "tab" key to move from column to column. The first column will remain static as you do so).

	First and Last Name	Best Phone Number (###-###-####)	Email Address
Proposed/Current Board Chair	Marc Cohen	917-716-8560	[REDACTED]
Public/Media Contact Person	Franklin Headley	917-817-5276	[REDACTED]

List of Key Design Elements

(Integral to the school model, these elements should be reflected throughout the application)

1	Breadth & Depth of Content for Students
2	Rigorous Training In Music
3	Student Learning Focused Academic Program
4	Collaboration & Teamwork
5	Socio-Emotional Learning & Caring
6	(No response)
7	(No response)
8	(No response)
9	(No response)
10	(No response)

If available, please provide the URL to the website established for the proposed school or existing education corporation.

<http://voicecharterschool.org/>

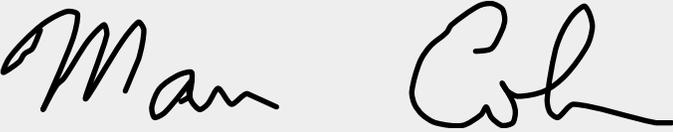
Proposed Management and/or Partner Organization(s), such as a charter or educational management company or a university, academic program partner, or whole school change partner.

(Refer to the application kit for definitions and guidance as only "substantial" partnerships should be listed here).

Proposed Management Company	n/a
Partner Organization 1	VOICE Charter School
Partner Organization 2	(No response)

Proposed Board Chair Signature

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Date

2016/06/28

Thank you for completing this form.



*VOICE 2 Charter School
Letter of Intent
June 28, 2016*

I. Applicant Group Information

- (a) Please see Table 1.
- (b) Please see Table 1.
- (c) **Public Contact:** Franklin Headley, [REDACTED]
- (d) **Application History:** VOICE Charter School, a DOE-authorized charter school, is currently in its second charter term. VOICE Charter School was approved and authorized by the NYC DOE in 2008 and was reauthorized in 2013 for a full five-year renewal. In March 2015, the applicant group previously submitted an application to NYSED, proposing to open a second K-8 school known as VOICE 2 Charter School. NYSED did not recommend this application to proceed and the applicant group withdrew the application in May 2015. In the fall and winter of 2015, the applicant group prepared a second application to open VOICE 2 Charter School (this time, for grades K-5) through SUNY, culminating in a submission in January 2016. In March 2016, SUNY informed the applicant group that VOICE 2’s proposal would not proceed to the capacity interview stage.

II. Proposed Charter School Information

- (a) **Proposed school name:** VOICE 2 Charter School
- (b) **Proposed school location:** New York City CSD #30. The applicant group has not yet requested facilities from the district.
- (c) **Planned grades and enrollment** in each of the year of the proposed charter term:

Grade	Ages	2016-17	2017-18	2018-19	2019-2020	2020-2021*
K	5-6	83	83	84	84	84
1	6-7	83	83	84	84	84
2	7-8		83	84	84	84
3	8-9			84	84	84
4	9-10				84	84
5	10-11					84
Total		166	249	336	420	504

*VOICE 2 will be at full capacity in Year 5.

- (d) Proposed Management and/or Partner Organization(s):** VOICE Charter School will be a partner organization.
- (e) Proposed school mission:** Our mission at VOICE is to develop every child into a caring human being, full of wonder, who can work hard to reach a place where he or she can choose from many paths that will lead to a life of purpose, happiness, and fulfillment.
- (f) School Overview:**

VOICE 2 Charter School will replicate the mission and design of VOICE Charter School, a New York City Department of Education-authorized charter school currently operating in its second charter term.

At VOICE, staff and leadership believe that all students are capable of performing at high levels. VOICE believes that adults are responsible for cultivating the right conditions for student learning; we believe adults are responsible for employing strategies and structures that ensure each student finds success. VOICE provides rigorous instruction and practice in all subjects, including the arts, to equip students with the habits and skills necessary to choose a competitive high school and eventually pursue high-level work in the area of their choice. Despite limited resources in CSD 30, we believe in offering a pedagogy of choice rather than poverty.

VOICE implements a rigorous Common Core-aligned curriculum to ensure that students can reach mastery in both ELA and math. We draw upon research-based and Common Core aligned resources, including Wilson Foundations, Eureka Math, and Teachers College. A spiraling curriculum in all subject areas allows students to develop skills and build upon strategies at each level of instruction.

VOICE also takes a unique approach to arts education, building in 5-10 rigorous arts/music classes per week. We believe music and art help develop problem solving and critical thinking skills, and open children's imagination to explore a full spectrum of thinking, including individual practice, group dynamics, and the world's cultural heritage. As such, students at VOICE participate in daily art activities and rigorous daily choral training; arts courses at VOICE are taught with the same level of rigor, assessment, and differentiation as other subjects.

At VOICE, we expect our students to achieve the highest level of academic excellence, which enables them to choose which competitive high school they wish to attend. We also expect our students to become mindful, responsible, and contributing participants in their education, their community, and the diverse society in which we live. Lastly, we expect students to apply – in their daily life as well as their continuous learning – the discipline, joy, critical thinking, cultural engagement, and creativity gained through an arts-rich education.

VOICE's organizational culture emphasizes collaboration, team decision-making and peer leadership among staff. Our Board and Principal provide the necessary support for this type of community to flourish, including open communication, access to resources, professional

development opportunities, opportunities for career growth, and a safe and joyful environment where students come first.

A defining feature of our school is that we engage honestly, openly and constantly in a dialogue regarding our school values (wonder, care and efficacy). Regular professional development sessions and staff meetings are dedicated to teaching and learning school culture. VOICE's school values are integrated across subject areas, as is our school's focus on student socio-emotional learning.*

*VOICE Charter School has recently hired two new school Directors and has also promoted an Assistant Principal to an elementary school Director role. Given these strategic changes in senior leadership, VOICE will be revisiting vital vision and mission work over this summer, some of which may impact VOICE 2's key design elements and some of the information described above. We look forward to communicating any iterations, revisions, or additional thoughts in our charter application on August 16th.

(g) Target Population / Community Served:

VOICE 2 will serve students in CSD #30 in Queens. In 2016, our outreach effectively targeted nearly 29,000 children in grades K-5 in CSD #30. Current NYSED enrollment targets for a K-5 school in District 30 project a student body of 495 children, 86% of which are eligible for free and reduced price lunch (FRPL) and 12% of which are students with disabilities. VOICE 2's student population will mirror the district that it serves, and will achieve these numbers through targeted and effective student recruitment efforts (see section 3).

(h) Replication of High Quality School Models:

VOICE 2 will replicate the instructional and operational model in place at VOICE Charter School. In 2013, VOICE received a full five-year renewal due to its outstanding service and commitment to families in Queens. In each year of its operation, VOICE Charter School has been deemed "In Good Standing" by NYSED – VOICE successfully scaled outstanding finance, governance, and operations systems and structures and has been fully compliant with all applicable local, state, and federal laws, as well as the VOICE charter contract, since its inception in 2008.

In terms of academic performance, VOICE has consistently outperformed District 30, NYC in general, charter schools within District 30, and charter schools in NYC as a whole. In 2014, VOICE outperformed the district by nearly 30% in math, while also outperforming District 30 by over 7% in ELA. This trend continued in 2015, when VOICE outperformed the district by over 22% in math and performed mostly on par with District 30 in ELA. VOICE also commits to and effectively serves students with disabilities. In 2014, VOICE's students with disabilities (SWD) more than doubled SWD performance in district, city, and state schools in ELA, and performed over 4x higher than their SWD peers in math. VOICE has outperformed New York City

In addition, demand for VOICE is high. VOICE has a waitlist of over 2,000 students for the 2016-17 school year, and will replicate this demand through a continued service to (and recruitment of) District 30's diverse group of families. VOICE has a proven track record of producing strong

academic results while also developing caring, empathetic and growth-minded students with strong character skills like grit and critical thinking. In 2015, NYSED designated VOICE as an award school for improvement in closing the achievement gap in the 2014-15 School Year, and the school's founder, Franklin Headley, was named the Robert F. Kennedy Urban School Leader of the Year by the Kennedy family in 2016.

Lastly, every member of our first graduating class is enrolling at a high school of choice, including Bronx Science, Brooklyn Tech, Fordham Prep, Frank Sinatra and many other quality high schools.

III. Enrollment and retention of students with disabilities, English language learners, and students who are eligible applicants for the free and reduced price lunch program.

VOICE 2 will continue to leverage and utilize the same successful efforts that VOICE has implemented to recruit and retain students in at-risk subgroups. In the 2015-16 school year, VOICE's student body was comprised of 79% FRPL students, 17% ELL students, and 15% students with disabilities in grades K-8. We anticipate similar enrollment patterns for VOICE 2 and will work to meet and exceed our NYSED enrollment targets for enrollment and retention.

To recruit students with disabilities, VOICE uses direct mail advertising with language highlighting our special needs services, and mentions this in all other advertising as well (i.e. community newspapers, fliers, etc.). VOICE also conducts targeted outreach to specialized feeder schools and programs for students with disabilities. In addition to a number of recruitment and retention strategies, VOICE has also backfilled students from Kindergarten all the way through 8th grade, proving our genuine and continued commitment to children in District 30.

For English Language Learners, VOICE uses direct mail advertising and other advertising (i.e. radio, TV, flyers) in languages other than English, conducts in-person outreach in immigrant communities with multi-lingual staff, and speaks with immigrant advocacy groups in our district. VOICE translates all advertising and school materials as needed, and VOICE public meetings have at least one Spanish-speaking individual present. Members of the VOICE support staff are bilingual, and one of VOICE's receptionists devotes 50% of her workload to supporting ELL families. VOICE also distributes applications to current ELL families and encourages them to share the application with other families they may know, which helps VOICE build a referral pipeline for ELL students.

In addition to a Home Language Survey, NISTELL, and NYSESLAT, we use a variety of formative assessments to determine the academic needs (and particular skills related to language) of those learning English and another language. We use this data to form specific supports. One way we provide support is by having ELL students spend regular time in Imagine Learning, a computer software program designed to promote language acquisition, syntax, and vocabulary. We also build specific academic vocabulary into our whole group instruction, and differentiate it with additional picture and reliable support. Our workshop model allows for explicit modeling and opportunities for differentiated practice, which is helpful for ELL students. Our music curriculum integrates research regarding arts education and language acquisition, which benefits ELL students through its study of the structure of language as well by singing in a variety of languages. Our systemic phonics

approach, Foundations, is particularly successful in teaching the rules and conventions of English. Throughout our core subjects, we also work to build our student's oral language – as well as receptive listening skills – to make them well-rounded language learners.

For students eligible for free and reduced price lunch programs, VOICE advertises the free meal program during our school open house, on our application, and during outreach efforts. We offer support and assistance to families to help them complete necessary paperwork that ensures eligible students will be able to participate in the FRPL program. VOICE also recruits throughout the neighborhoods surrounding our school and in the local district, a large majority of which are eligible for free and reduced price lunch.

All VOICE brochures, mailings and applications advertise that the school supports students with disabilities and ELL students, and also mentions that VOICE participates in free and reduced lunch. At VOICE, we're committed to serving students regardless of their needs or socioeconomic status.

IV. Public Outreach and Community Support

- (a) In Table 2, we have highlighted the consistent, extensive, and targeted outreach that VOICE has conducted in the 2015-16 school year to both build VOICE's brand and specifically raise awareness (and create demand) for VOICE 2. This outreach has been conducted both in-person and through targeted mass marketing campaigns that have created sufficient demand for a second VOICE campus in District 30. In addition to specific VOICE 2 outreach, VOICE has also charged its communications and executive team to solicit feedback from current VOICE families regarding plans for VOICE 2 at VOICE events in 2015-16. During these sessions, members of the VOICE communications team presented plans for VOICE 2 and solicited feedback and answered questions from the audience. These sessions are listed in the table below.
- (b) Parents have offered overwhelming support for the proposed VOICE 2 Charter School. Word of VOICE has spread throughout the Long Island City community and there is a high demand for another school. We have a waitlist of over 2,000 students for VOICE. With this demand, we anticipate meeting our enrollment targets for both VOICE and the proposed VOICE 2.

V. Proposed Board Chair Signature and Date

The applicant group for VOICE 2 Charter School respectfully submits this letter of intent to open VOICE 2 Charter School. Thank you for your consideration.



Marc Cohen,
Proposed VOICE 2 Board Chair


Date

APPLICANT GROUP MEMBER NAME	PHONE NUMBER	EMAIL ADDRESS
Marc Cohen		
Lorraine Cecere		
Robert de Luna		
Lorraine Enlow		
Rick Grasse		
Franklin Headley	[REDACTED]	[REDACTED]
Michael Karp		
Casey Lamb		
Zoe Rind-Ryan	[REDACTED]	[REDACTED]

TABLE 1: APPLICANT GROUP INFORMATION***Minimum of 5 members must be designated as Trustees**

CURRENT EMPLOYMENT	RELEVANT EXPERIENCE, SKILLS, AND ROLE ON APPLICANT GROUP (Key Words)	PROPOSED ROLE (if any) (Trustee, Employee, Consultant, or None)	PROPOSED POSITION ON THE BOARD (e.g., officer, trustee, or constituent representative)
self employed	Finance, Administration	Trustee	President
retired	Education Administration	Trustee	Trustee
United Hospital Fund	Public Relations, education	Trustee	Officer
	Music	Trustee	Officer
UBS	Finance and Audit	Trustee	Officer
VOICE Charter School	Executive Director	Employee	n/a
retired	Management consulting	Trustee	Trustee
Schools That Can	Education Administration	Trustee	Trustee
VOICE Charter School	Assistant Principal	Employee	n/a

LENGTH OF INITIAL TERM	VOTING MEMBER (YES OR NO)
3 years	Yes
n/a	No
3 years	Yes
3 years	Yes
n/a	No

Table 2: Public Outreach Information

(Table 2 is not counted towards the page limits. Add more rows as necessary)

Dates of Outreach (month/date/year)	Description of Outreach	Location of Outreach	Target Stakeholder Group	Feedback Obtained	Action Taken on Feedback	Number of Attendees
10/21/2015	Queens Gazette Public Advertisement	Online	Queens Residents	N/A	N/A	N/A
10/22/2015	Back To School Night	VOICE Charter School	VOICE Parents	“It would be great for as many children as possible.” “I hope we have a high school, too.”	Continued VOICE 2 Charter Application Work	37
10/25/2015	Astoria Street Festival	Astoria, Queens	Astoria Residents	Positive support	Continued VOICE 2 Charter Application Work	900+
10/31/2015	Formal public hearing notice advertisement in Queens Courier and El Correo (in Spanish)	Newspaper	ELL Parents	N/A	N/A	900+
11/11/2015	Coffee with the Principal	VOICE Charter School	VOICE Parents	Continued support for VOICE 2 for more families	Early thinking about building a renewal pipeline for VOICE’s student recruitment through current VOICE families	
11/17/2015	An Evening with Principals	82 nd Street Academics	Jackson Heights Residents	N/A	N/A	35+ families
11/18/2015	Queens Community Partnership Meeting	Queens Library	LIC Business Leaders	n/a	n/a	12+

11/18/2015	Online Survey	Online	District 30 Residents	80% would be interested in VOICE 2	Continued VOICE 2 Application Work	2,000+ [reach]
11/24/2015	Online Survey	Online	District 30 Residents	80% would be interested in VOICE 2	Continued VOICE 2 Application Work	1,700+ [reach]
11/25/2015	Queens Gazzette Public Advertisement	Online	Queens Residents	N/A	N/A	N/A
12/3/2015	Public Hearing	VOICE Charter School	Queens Residents	<p>"Many parents are on the waiting list to put their kids in VOICE Charter School."</p> <p>"In my opinion, the school is the best thing in education that could ever happen to my family."</p>	Continued VOICE 2 Application Work	25+
January 2016	VOICE Students Perform at Schools That Can Benefit	Symphony Space	New York Residents	n/a	n/a	275+
1/23/2016	Boys & Girls Club Fair	Astoria, Queens	Astoria Residents	Questions re: attending VOICE 2 and waiting list	n/a	35 families
2/2/2016	Charter School Advocacy Day	Albany, NY	NY Politicians	n/a	n/a	50+

2/2/2016	VOICE Students Sing National Anthem at New York Islanders Game	Barclays Center	New York City	n/a	n/a	13,000+
2/9/2016	FES Advocacy / Outreach	Lower Manhattan	Queens Families	Collaborative work w/ other charter leaders re: growth & budgets	Budget & scenario planning for VOICE 2	25-30
3/3/2016	VOICE Open House	VOICE Charter School	Queens Families	Questions re: attending VOICE 2 and waiting list	n/a	120
06/07/2016	Mail Letters to local politicians and community leaders	US Mail	Local politicians and community leaders	Declined to attend. No comment sent.	N/A	N/A
06/07/2016	Facebook Ad Campaign	Online	Queens Parents, Those who "like" VOICE	Survey Results		70+
06/16/2016 & 06/17/2016	Formal public hearing notice advertisement in Queens Courier and El Correo (in Spanish)	English and Spanish printed media	Readers of the newspapers	N/A	N/A	Weekly Readership
06/15/2016	VOICE Fourth & Fifth Grade Spring Concert	VOICE Charter School,	VOICE Families	Comments and signatures of support		280
06/17/2016	Random public outreach and posting of public hearing notices in public places	Downtown Long Island City/ Court Square and Jackson Heights/Roosevelt Avenue	Passersby in two very busy District 30 locations	Signatures of support and a couple comments in opposition		159 and many more who refused to comment or sign in support

06/23/2016	VOICE Charter School's Inaugural Eighth Grade Class Graduation	VOICE Charter School,	Family and friends of the graduating eighth grade class	Comments and signatures of support	n/a	180
06/24/2016	Formal Public Hearing	VOICE Charter School, 36-24 12 th Street, L.I.C., NY 11106	People who respond to Public Hearings	No position of support or opposition, did request to be notified of future developments	Added the representative to the contact list	1 Community Board Representative
06/28/2016	Outreach / Mass Mailing to Parents on Current Waitlist	US Mail	Parents of students in grades Pre-K to 5	N/A		1,392

Public Hearing Notice:

VOICE Charter School va a someter una aplicación al Departamento de Educación de Nueva York para abrir una nueva escuela charter en el norte de Queens llamada VOICE 2 Charter School.

- VOICE 2 se propone abrir en el otoño del 2017 para servir a los estudiantes grados K a 5 en el Distrito 30
- Estamos haciendo una audiencia el Viernes, 24 de Junio a las 4PM en 36-24 12 St, LIC, NY 11106.
- La misión de VOICE 2 será el desarrollo de cada niño en un ser humano cariñoso, lleno de asombro, que puede trabajar duro para llegar a un lugar donde él o ella puede elegir entre muchos caminos que conduzcan a una vida con propósito, felicidad, y cumplimiento.
- El programa académico desarrollará habilidades de los estudiantes y el conocimiento de contenido en la lectura, escritura, matemáticas, ciencias, educación física, las artes visuales, el desarrollo social y emocional y una amplia formación coral.

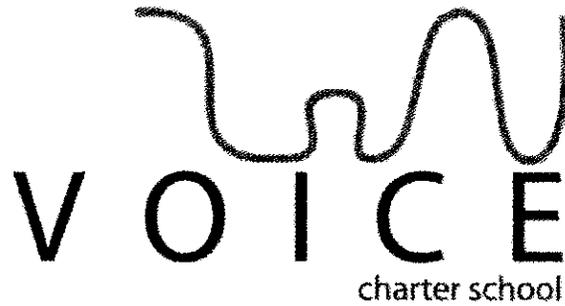
Por favor envíenos un email a voice2@voicecharterschool.org si desea asistir a esta audiencia o llámenos al 718-361-1694. Si no puede asistir, pero desea formular observaciones, puede enviar un correo electrónico o escriba sus comentarios a la dirección mencionada anteriormen.

Public Hearing Notice:

VOICE Charter School will be submitting an application to the New York State Education Department to open a new charter school in northern Queens called VOICE 2 Charter School.

- VOICE 2 is proposed to open in the fall of 2017 to serve students grades K-5th in District 30
- We are holding a hearing on Friday, June 24th at 4PM at 36-24 12th St., LIC, NY 11106.
- The mission of VOICE 2 will be to develop every child into a caring human being, full of wonder, who can work hard to reach a place where he or she can choose from many paths that will lead to a life of purpose, happiness, and fulfillment.
- The academic program will develop student's skills and content knowledge in reading, writing, mathematics, science, physical education, the visual arts, social emotional development and extensive choral training.

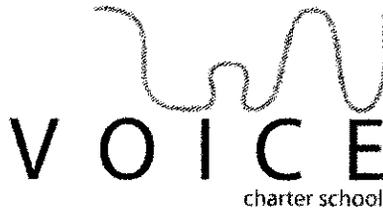
Please email us at info@voicecharterschool.org if you wish to attend this hearing or call us at 718-361-1694. If you cannot attend, but wish to comment, you may send an email or write your comment to the above address.



VOICE Charter School is opening a second school also in northern Queens in 2017-18 and needs your feedback!

Learn more at **Back to School Night** on Thursday, October 22 at 4:35PM in the UC Gym.

Please send comments, questions and concerns to info@voicecharterschool.org or in person to Ms. Morrison in the UC Office.



November 18, 2015

Dear Queens Borough President Katz,

VOICE Charter School, a public elementary and middle school located in Long Island City, Queens that currently serves students in grades K-8, will be submitting an application to the SUNY Trustees to open a new charter school, VOICE 2 Charter School, serving K-5th grade in District 30 of Northern Queens in Fall 2017 and is seeking feedback from important stakeholders within the community about our plans to replicate.

VOICE 2 will focus on combining rigorous academics with daily instruction in choral singing, encouraging creative and critical thinking within our students and improving their academic performance. The academic program will develop student's skills and content knowledge in reading, writing, mathematics, science, physical education, the visual arts, social emotional development and extensive choral training. Our mission is to create a safe and healthy learning environment that will nurture, motivate, and challenge all of our children to achieve the highest level of academic excellence and to develop into mindful, responsible, and contributing participants in their education, their community, and the diverse society in which we live. VOICE 2 will make every effort to develop each child into a caring human being, full of wonder, who can work hard to reach a place where he or she can choose from many paths that will lead to a life of purpose, happiness, and fulfillment. VOICE believes in efficacy—the idea that all students are capable of success regardless of their background. We are hoping to serve more students from the Queens community as we grow.

As we plan for a new school we are seeking feedback from political and community leaders to help inform the decisions that arise as we grow our organization. **We are holding a public hearing on Thursday, December 3rd at 5PM at 36-24 12th St., LIC, NY 11106. We would like to invite you to this meeting** to learn more about our proposal for VOICE 2. If you cannot attend the hearing, but would like to arrange a time to speak with our Principal or have any comments, questions, and concerns, please reach out to info@voicecharterschool.org or call us at 718-786-6213. Your feedback is much appreciated!

Best regards,

Franklin Headley
Principal
VOICE Charter School

36-24 12th Street • Long Island City, New York 11106
Phone Number: 718.361.1694 • Fax Number: 646.537.1703
Email: info@voicecharterschool.org • Webpage: www.voicecharterschool.org

VOICE 2 Charter School Survey

Please write any comments you wish to share related to the opening of a second
VOICE school

charter schools limit the amount of
money that goes to public schools
(didn't sign)

VOICE 2 Charter School Survey

Please write any comments you wish to share related to the opening of a second
VOICE school

pay for private school, not because education
is better but because of the ~~parent~~
teacher to ~~ratio~~ student ratio.

VOICE 2 Charter School Survey

Please write any comments you wish to share related to the opening of a second
VOICE school

too hard to get selected for
a charter school.